

Bill Insert Service Option

The purpose of this document is to communicate PSE&G’s bill insert service option specifications.
General information:

- PSE&G can allot three inserting slots for use by Third Party Suppliers.
- All residential customers of a particular supplier will get their insert (i.e. only one supplier insert will be included in a customer bill).
- PSE&G shall have the right to exclude any insert that it deems, in good faith, to be objectionable or in bad taste or that PSE&G believes, in good faith, would be inconsistent with PSE&G’s corporate image. Any dispute over PSE&G’s exercise of this shall be resolved through binding arbitration before the American Arbitration Association.
- The service will be provided to TPSs at a negotiated rate.
- The TPS will provide a copy of each of its proposed bill inserts to the utility thirty (30) days prior to the TPSs intended date for inclusion of such bill insert within the utility’s consolidated bills.
- The TPS will provide the required number of fully printed inserts in accordance with then current specifications, and consistent with the timing, criteria, terms and conditions set forth below.
- The TPSs’ bill inserts shall be limited to company information and/or information on products and services offered by the TPS in New Jersey and shall not include derogatory statements about competition or each other’s respective services.

To support efficient processing, it is imperative that certain physical characteristics, such as weight and size, conform to the criteria identified below.

1. Process for Establishing Inserts:

A. TPS Responsibilities

- 1) PSE&G will provide written notice to the bill print provider via E-mail of the intent to use supplier inserts for a specific month.
- 2) TPS will supply PSE&G with the following information at least 10 calendar days prior to the scheduled mailing date. Said information should be titled “ATTN: Insert Coordinator” and must include:
 - Insert name
 - Estimated volume of inserts to be processed
 - Bill cycles scheduled to receive the inserts
 - PSE&G will inform the TPS what 8 digit insert identification code they should use
- 3) TPS will deliver inserts to the designated bill print provider at least 5 calendar days prior to the scheduled mailing date of each insert
- 4) TPS will ensure that inserts are manufactured in accordance with the specifications in this document.
- 5) TPS will arrange for the manufacturing and delivery of the inserts.
- 6) TPS will ensure consistency in the insert identification code as it appears on the faxed notification of intent to include an insert, the data files transmitted to the bill print provider and on the outside of each insert
- 7) TPS will provide specific direction for the disposition of unused inserts. If no direction is given when the insert is scheduled, unused inserts will be destroyed.

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- 8) If inserts need to be returned, TPS will be responsible for costs of coordinating removal of inserts from PSE&G property or the property of PSE&G’s outside contractor including collection of remaining inserts, scheduling arrangements of shipping and actual shipping costs.

B. Bill Print Provider Responsibilities:

- Establish insert controls based on the scheduling information provided by PSE&G.

2. **Insert Physical Specifications:**

A. Size Requirements:

	<u>Minimum</u>	<u>Maximum</u>
Height	3.00 in.	3.75 in.
Width	5.13 in.	6.75 in.
Thickness	.06 in.	.10 in.

B. Fold Requirements: TPS must ensure that the inserts conform to the following fold requirements:

1) Acceptable insert folds:

- No fold
- Half fold — folded insert must conform to size requirements noted above
- “C” fold — folded insert must conform to size requirements noted above

2) Unacceptable insert folds:

- Accordion folds
- “Z” folds

3) Folds must be even, square, crisp, and uniform.

4) Fold must be on the WIDTH edge

C. Paper Stock: TPS must ensure that the inserts are manufactured on 60 lb offset or 60 lb matt paper stock. Glossy finish inserts are not acceptable. TPS may use 50 lb stock only when folded inserts are used.

D. Insert Identification Code Printed on Insert:

1) TPS will ensure that an insert identification code is printed on each insert. This 8 digit insert identification code must match the insert identification code that appears on the:

- E-mail notification of intent to include an insert
- Data files transmitted to the bill print provider

2) The insert identification code must appear on the outside of each insert, printed in a 9-point font size.

E. Insert Identification Code Requirements:

1) Must be an 8-digit unique alpha/numeric code.

2) TPS must provide the insert identification code to the bill print provider’s Insert Coordinator at least 10 days prior to date to be inserted.

3) All inserts with the same insert identification code must be the same (e.g. size, thickness, etc.).

F. Miscellaneous Production Notes:

- 1) Inserts must not have cutouts.
- 2) PSE&G must secure prior approval from the bill print provider to include insert features that deviate from the insert specifications set forth in this document. TPS or PSE&G may be required to provide the bill print provider with a minimum of 2,500 test inserts to be used for production testing. Requests for inserts that deviate from the specifications will be handled on an individual case basis, and must be reviewed each time a deviation is requested. Acceptance of a deviation by the bill print provider must not be interpreted as on-going approval of any deviation to the specifications herein established.
- 3) The following guidelines will be strictly adhered to relative to pull off labels or stickers used in inserts:
 - Label or sticker must be on the inside fold.
 - If there is one label it must be centered. Note this Packaging Requirement: The packaged stock of inserts with labels must have a firm piece of cardboard on the top and bottom before being paper banded.
 - If there are two labels they must be centered to the degree possible, and one label must not overlap the other.
 - No label can be positioned in the insert fold.
- 4) Insert Appearance/Distinguishing Characteristics: Insert appearance must be unique and easily distinguishable from any other insert provided by the TPS. When inserts similar in appearance are a TPS requirement, every attempt should be made to incorporate a color scheme or unique marking to clearly differentiate one insert from another. TPS must secure prior approval from the bill print provider or any exceptions to the unique appearance requirement. If an exception is approved then the TPS must ensure that the similar inserts are packaged using different color paper banding to clearly distinguish one insert from another.

3. **Insert Packaging Specifications:**

A. Banding:

- 1) Paper banding only. (Two rubber bands for single panel inserts – subject to testing)
- 2) Single panel inserts—band using minimum of 60 lb paper in minimum 4 inch to maximum 4.5 inch bundles.
- 3) Multi-panel folded inserts:
 - Band using minimum of 70 lb paper in 3 inch bundles
 - Folded edges must face in the same direction
 - If an exception is approved by the bill print provider to use a paper weight of less than 50 lb, chip board must be placed at the top and bottom of each insert bundle.

B. Bundle Packing in Cartons:

- 1) Bundles must all face the same direction.
- 2) Bundles must be placed flat in cartons.
- 3) Bundles must not be placed on sides or ends.

C. Carton Weight and Size:

- Maximum carton weight is 35 lb.

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- Cartons must be the same size for any given insert

D. Carton Markings:

- 1) The exterior of the carton must be clearly marked with:
 - The insert identification code
 - The amount of inserts bundled per pack
 - The number of packs contained in the carton
 - The number of cartons per shipment (1 of 5, 2 of 5, etc.)
- 2) Sample of the insert must be affixed to the outside of each carton.

E. Pallet Requirements:

- 1) No pallets are to be double stacked.
- 2) Size 42” x 42”
- 3) Maximum pallet height is four (4) feet

4. **Insert Delivery Requirements:**

A. Delivery Date:

- The bill print provider must receive inserts 5 days in advance of scheduled mailing date.

B. Receiving Days/Hours:

- Monday through Friday, 8:00 a.m. to 4:00 p.m.

C. Truck Size:

- No restrictions.

D. Delivery Address:

- 1) To be determined

E. Delivery Documentation:

- 1) Insert vendor delivery bill of lading must include the number of cartons delivered, and must clearly identify the type of stock and paper weight used for inserts (e.g., 60 lb offset matt)

5. **Contingency for Damage:**

- Additional Inserts Requirement: TPS will provide the bill print provider with additional inserts as a contingency for damaged inserts based on the following schedule:

<u>Quantity Shipped</u>	<u>% Extra Inserts Required</u>
0-100	25%
101-5,000	15%
5,001-10,000	10%
10,001-50,000	7%
50,001-1,000,000	6%
1,000,001 or more	5%